

What is claimed is:

1. A brew funnel comprising:
 - (a) a mouth suitable for receiving a beverage precursor packed within a filter pack;
 - (b) a floor, opposite the mouth, the floor comprising an aperture for beverage drainage;
 - (c) a surrounding wall having a top and bottom portion, the bottom portion being connected to the floor and the top portion forming the mouth of the brew funnel; and
 - (d) an elevation device placed and supported therein

wherein the brew funnel further comprises a key means comprising a portion above the elevational device and attached to the floor or surrounding wall or both, or a key means attached to or protruding from a top portion of the elevation device thereby enabling the brew funnel to accept one brand of a filter pack with beverage precursor packed therein.

2. The brew funnel according to claim 1 wherein the beverage precursor is derived from coffee bean.

3. The brew funnel according to claim 1 wherein the beverage precursor is tea precursor derived from *Camillia sinensis*.
4. The brew funnel according to claim 1 wherein the beverage precursor is an herbal tea precursor.
5. The brew funnel according to claim 1 wherein the key means is attached to the floor or surrounding wall of the brew funnel.
6. The brew funnel according to claim 5 wherein the elevation device is porous to a liquid, comprises a receiving means that fits onto the key means of the brew funnel, and rests substantially parallel to the floor of the brew funnel.
7. The brew funnel according to claim 6 wherein the filter pack comprises a filter receiving means that fits onto the key means, enabling the filter pack to rest onto the elevation device.
8. The brew funnel according to claim 1 wherein the key means is attached to or protrudes from a top portion of the elevation device.

9. The brew funnel according to claim 8 wherein the filter pack comprises a filter receiving means that fits onto the key means, enabling the filter pack to rest on the elevation device.

10. A beverage brewing apparatus, the beverage brewing apparatus displaying a brand of a beverage and comprising a brew funnel comprising:

- (a) a mouth suitable for receiving a beverage precursor packed within a filter pack;
- (b) a floor, opposite the mouth, the floor comprising an aperture for beverage drainage;
- (c) a surrounding wall having a top and bottom portion, the bottom portion being connected to the floor and the top portion forming the mouth of the brew funnel; and
- (d) an elevation device placed and supported therein

wherein the brew funnel further comprises a key means comprising a portion above the elevational device and attached to the floor or surrounding wall or both, or a key means attached to or protruding from a top portion of the elevation device thereby enabling the brew funnel to accept one brand of a filter pack with beverage precursor packed therein.

11. The beverage brewing apparatus according to claim 10 wherein the beverage precursor is derived from coffee bean.

12. The beverage brewing apparatus according to claim 10 wherein the beverage precursor is tea precursor derived from *Camillia sinesis*.
13. The beverage brewing apparatus according to claim 10 wherein the beverage precursor is an herbal tea precursor.
14. The beverage brewing apparatus according to claim 10 wherein the key means is attached to the floor or surrounding wall of the brew funnel and the elevation device is porous to a liquid, comprises a receiving means that fits onto the key means of the brew funnel, and rests substantially parallel to the floor of the brew funnel.
15. The beverage brewing apparatus according to claim 14 wherein the filter pack comprises a filter receiving means that fits onto the key means, enabling the filter pack to rest on the elevation device.
16. The beverage brewing apparatus according to claim 10 wherein the key means is attached to or protrudes from a top portion of the elevation device, the elevation devices resting within the brew funnel and substantially parallel to the floor of the brew funnel in order to support a filter pack.

17. The beverage brewing apparatus according to claim 10 wherein the filter pack is suitable to brew a brand of a beverage that matches the brand displayed on the beverage brewing apparatus.
18. A method for brewing a beverage comprising the steps of:
- (a) inserting a filter pack comprising a beverage precursor in to a brew funnel of a beverage brewing apparatus and aligning a filter receiving means of the filter pack onto a key means within the brew funnel; and
 - (b) subjecting the filter pack to water.
19. A method for brewing a beverage according to claim 18 wherein the beverage precursor is a coffee precursor or a tea precursor.
20. A method for brewing a beverage according to claim 18 wherein the beverage brewing apparatus displays a brand, and the filter pack is suitable to brew a brand of beverage that matches the brand displayed on the beverage brewing apparatus.